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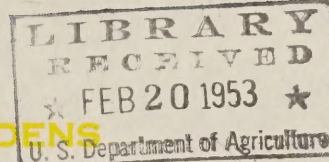
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BROWNELL ROSE RESEARCH GARDENS
LITTLE COMPTON, RHODE ISLAND

January 28, 1953

Library U. S. Dept.
of Agriculture
Washington 25, D. C.

Gentlemen:

It is estimated that upward of one million gardeners have given up growing tender hybrid teas because of discouragement.

Many of these have later grown Brownell Sub Zero Hybrid Teas and a very large number have written us telling of their surprise and great satisfaction they have found in growing this new race. Customer satisfaction is what you want to sell to your customers.

Some gardeners have special tender varieties in mind and want to try them; together with these you can sell a larger quantity of the Sub Zeros each year and rapidly build up greater customer satisfaction. Best to place your order now - we never have enough.

PRICES - Grade No. 1 plants 85¢ each in lots of 100 of a variety; 20 to 100 plants of a variety 90¢ each, 10 to 20 plants of a variety \$1.00 each; to retail as per enclosed folder except two varieties "Cl. Break o' Day" and "Orange Everglow" \$1.00 each to sell for \$2.00 each. 1000 total 85¢ each. Grade No. 1½ plants are 68¢ each in lots of 100 of a variety; 72¢ for less than 100 of a variety and 80¢ for less than 10 of a variety; to sell for \$1.50 each, \$15.00 dozen; this second grade price to be listed in connection with first grade price, or stated second size plants. 1000 total 65¢ each. Both sizes are potted by many on arrival and sold for \$2.00 or \$2.50.

Our Sub Zero Hybrid Tea Tree Roses are available in all colors - \$4.00 each wholesale to retail at \$7.50 each. They require no protection down to about 15° below zero.

Sincerely,

Brownell Roses

by Walter D. Brownell
Walter D. Brownell
Director

U. S. Department of Agriculture

★ JAN 28 1953 ★

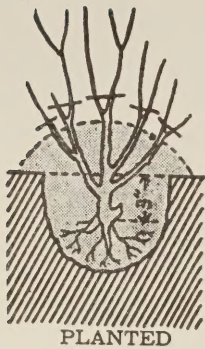
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Orange Ruffels

A Sub-Zero Hybrid Tea by the Brownells; nonsusceptible to blackspot during the entire growing season; delightfully fragrant, with large flowers that bloom so freely and constantly that it also qualifies as a Floribunda.



Planting Suggestions for Brownell Roses

BARE ROOT PLANTS. KEEP ROOTS DAMP — Remove and discard all moss and packaging material. Hold in thin mud until planted. Spread roots, grafted joint 3 inches down. Fill half full with crumbly unfertilized dirt, tamp firmly. Add $\frac{1}{2}$ pail water, cut tops as shown; at spring planting mound up for 10 days shade, 6' to 10 inches; fall planting leave mound all winter. Do not firm earth after watering. If plants arrive too late for planting, **BURY**. See Cultural Suggestions.

POTTED PLANTS—Water thoroughly, do not remove from pot. Plant pot and all as is; graft joint 3 inches down.

ROOT WRAPPED & FOIL POTTED IN MOSS. Discard paper, moss and tinsel; Plant as Bare Root.

TREE ROSES. Are topped with all Sub Zero Hybrid Tea Varieties. Fall Planting; tie tops, root clump well underground, spread roots slanting down, tree stem 45° from horizontal; bend down tree stem to ground level before firming roots in earth, hold down with slanting sticks, water thoroughly; just before ground freezes cover with 3 inches "clean" dirt. As soon as unfrozen, shake off dirt and tie to upright stake.

Where winters do not fall as low as 15° below; and in Spring Planting; no protection is needed. Shade top with rag 10 days. Tie upright to stake; place wet moss or newspaper in crotch to make quick start in Spring.

The rose variety is a single graft at top of Tree stem, all growth below and at base should be promptly removed. They should be well watered throughout the growing season and Fall.

Where winters fall below 15° below; many gardeners plant in wood pail (not galvanized) with holes in base; lift in Fall, water and store at 30° to 45°.

HARDY CLIMBERS—Plant same as Tree Roses except graft joint 3 to 4 inches below bed level, 3 to 4 feet apart. They bloom on wood grown previous year, do not bloom usually year planted, can take about 15° below zero without protection. See under Tree Roses for protection against colder.

CREEPERS, plant same.

BROWNELL EVERBLOOMING PILLARS. These are Hardy Climbers that bloom like Hybrid Teas, even the first year. Plant same as Hardy Climbers. Hardiness same as Hardy Climbers. To increase rebloom intensity and upward growth, remove faded blooms back to second leaf eye. No support is necessary to form large bush for planting with shrubbery or as specimen plant in the lawn. To climb, tie to support spirally or fan shape. To grow as Hybrid Teas plant 2 feet apart. Keep cut back as desired. Selected varieties are all different, as to color and form of bloom, as well as plant type; they stop their upward cane growth to bloom, the same year and branch; to grow as full and tall as Hardy Climbers, in about the same time; or as Specimen Bushes 6 to 8 feet tall in a few years. The canes, stems and branches bloom the year they grow, as they mature. They make more show the second year and each year thereafter.

Cultural Suggestions for Brownell Roses

BROWNELL ROSES are bred back to hardy Species, they live longer, are easier to grow and more sturdy. The following suggestions may be of help to many:

Fall planting is favored. Fall planting is not to establish growth before winter but for better winter storage and earlier stronger Spring growth. Break frosted crust and plant if practical. If plants arrive after ground is too much crusted by frost for planting, the very best winter storage for Rose Bushes is to dig a hole, not in a garden bed, remove packaging material, tie plants together in bundles of 5 or 10, fill in with "clean" dirt and water until mud runs between stems and roots. As soon as ground is unfrozen lift and plant — see Bare Root Plants, other side. To protect against too much frost for burying, cover small area with leaves, burlap, etc., until arrival.

CLEAN DIRT is virgin dirt, not from the garden, but free from fertilizer and humus.

BED — Any soil suitable to grow corn or potatoes can produce good Roses, preferably in full sunshine, not less than 50% sun. Start a new bed in the lawn, plant without any preparation.

WATER — Roses require at least one inch of water each week, more in sandy earth.

FERTILIZER — Cow manure is best, work in 2 or 3 inches each Spring; dried is next best; chemical fertilizer is desirable if no cow manure available. Dish water is very good without strong detergents; Ivory soap is safe, can be applied freely and often in small trench around plant.

SPRAY OR DUST — Dupont 1600 mesh sulphur; or fermate and many other chemicals control blackspot and other fungus; for insects use chemical from seed store as they prescribe. Triogen is an excellent all purpose spray for a small or medium garden. Dupont Floral Dust is good. Weekly dusting or spraying, both sides of leaves, beginning in May, to insure healthy plants, requires but one half minute per plant and increases mid-summer and Fall bloom quantity. We have nine Sub Zero Hybrid Tea varieties non-susceptible to blackspot.

WINTER PROTECTION—All Brownell Rose varieties can take about 15° below zero, without protection; and purchased at retail from their Shipping Department in Little Compton, R. I., will be replaced without charge if they fail anywhere within two years. (Trees so guaranteed down to 15° below zero). Clean dirt covering against colder than 15° below zero is ideal winter protection; and tends to increase the later size of the bush.

SAVE REPLACEMENT EXPENSE — Beds of Brownell Sub Zero Hybrid Teas and of Florabundas can live for 25 years and more without replacements, even after cold sub-zero winters. If killed to bed level they can, like a Peony, form a large complete bush to bloom continually from Rose time until frost, larger each year, even after very low sub-zero. It is estimated that winter replacement of Sub Zero Hybrid Teas is around 1 to 2% where tender Hybrid Teas average 30%.

CULTIVATION — Keep weeds, grass, and other growing things two feet away by monthly hoeing. A two inch mulch of any suitable material will increase performance about 30%.

MULCH — Increases plant growth, size and quality of blooms. Use any suitable vegetative matter, sawdust, seed shells, cut grass; two inches cow manure patted down, with one inch peat moss on top is excellent.

PRUNING — To hasten rebloom, cut off faded blooms to third eye (leaf base). Spring is the proper time to prune. In early Spring cut away all wood that has grown out of bounds and any dead wood or tips cut back to third good eye (former leaf position). Heavy Spring pruning retards growth and bloom quantity. To obtain large exhibition blooms remove all but terminal bud on larger stems. If Creepers are desired closer to ground, weight down in winter with branches or fire wood.

BROWNELL ROSES

Little Compton, Rhode Island

BROWNELL ROSE RESEARCH GARDENS
LITTLE COMPTON, RHODE ISLAND



New Everblooming Climbers

Previously "New Dawn" has been the best.

Other Climbing varieties have sported here to rebloom.

We now have a new type that blooms and everblooms the first year as a Hybrid Tea, on Hybrid Tea length of stems.

Also, they bloom the first year on short canes.

The second year they bloom on longer canes up to six or more feet tall; canes that bear blooms the same year that they grow. From these stems and canes come branches that rebloom that same year.

In fact on selected varieties all wood produces blooms as it matures the year that it grows. Hardy Climbing Roses that bloom the first year as a Hybrid Tea. They are all Hybrid Teas, growing short and tall stems that bloom and have branches that bloom the year they grow. Some of the canes produce blooms in racemes part way down the stem. That is the type, varieties differ in color, form and performance; and all are Sub Zero.

All this would be difficult to understand if it were not known that the **Brownell Rose Research Gardens** are seeking philanthropically to bring more gardening joys to more people and have no interest in misleading anyone.

We are not telling you about a new variety, but this development as all of our objectives has come through setting a new type of Roses, then following with typical varieties.

We have in being some twenty-five such varieties, some with blooms as large and beautiful as any, from which to select varieties for distribution. Next year's expectancy, one hundred and more each year. All possible bloom sizes, colors, fragrances and forms are within the range.

Though their height will average that of climbers, we call the type

Everblooming Pillars

This type has been set up after intensive hybridizing over forty years, at very great expense.

The crop will total only a few thousand plants the first harvest and will soon be exhausted.

All the experts who have seen them have said: "Marvelous." Many regard this as the most marvelous thing that has happened to Roses. You can be one of the first to try them if you order in time.

Come and see them; Climbers blooming like everblooming Hybrid Teas, all the first year and thereafter as they "Climb" and branch.

Perhaps you would like to receive and test three of these varieties, Fall, 1952, or later, and tell us what you think of them; suggest a name for each and if adopted, ten more such plants will be sent to you FREE.

Price of the first three (our selection) will be \$10.00 for the three (not sold except in sets of three)—two sets, all 6 different, \$20.00

Brownell Roses, LITTLE COMPTON, R. I.

Name.....

Street or P. O. Box..... R.F.D. No.....

Post Office.....

County..... State.....

Amount Enclosed.....



